



DEPARTMENT OF THE NAVY
NAVY RECRUITING DISTRICT, NEW ORLEANS
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NAVCRUITDISTNOLAINST 1650.1S
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NAVCRUITDIST NEW ORLEANS INSTRUCTION 1650.1S

From: Commanding Officer, Navy Recruiting District New Orleans

Subj: COMMAND AWARDS PROGRAM

Ref: (a) NAVCRUITDISTNOTE 1133
(b) COMNAVCRUITCOMINST 1650.1C
(c) COMNAVCRUITCOMINST 1130.8J
(d) COMNAVCRUITCOMNOTE 1650
(e) COMNAVCRUITREGEASTINST 1650.1
(f) SECNAVINST 1650.1H
(g) NORUINST 1650.2Q

Encl: (1) Recruiter Incentive System (RIS) Breakdown Chart

1. Purpose. To establish selection criteria for determining recipients of monthly, quarterly, and annual awards and to ensure all awards are processed and distributed in accordance with references (a) through (e).

2. Cancellation. NAVCRUITDISTNOLAINST 1650.1R

3. Background. Awards are established to recognize superior performance and to create a competitive spirit among recruiters, recruiting stations, divisions, and support personnel. The competition system provides a fair and impartial method of evaluating recruiting and support effectiveness and will be used in determining the recipients of the district's monthly, quarterly, and annual awards.

4. Competition System.

a. Divisions and stations will be assigned Enlisted New Contract Objectives and sub-category objectives in the monthly Goaling Letter per reference (a). Division and station goals will be based on market share and recruiter assignment factor per reference (b). Officer Recruiters will be assigned Officer New Contract Objectives and sub-category objectives in their respective yearly Goaling Letter. All individual recruiters (Officer and Enlisted) and Enlisted Classifiers will compete on a point system as indicated by the Recruiter Incentive System (RIS) Chart per enclosure (1).

b. Contract Point Values for Recruiters. RIS is the only point system authorized to be used. For individual recruiters, points are based primarily on the quality of the applicant at initial DEP-in/affiliation, or Officer Package submission, selection, etc. Additional points can be received for accessions, referrals, and NROTC applications.

c. Although the awards system is based on the competition system, the Awards Board may disqualify any command member who fails to display the high standards required of recruiting personnel. Additionally, the Commanding Officer retains the final decision on all awards. To be eligible for consideration, the individual must:

(1) Be within prescribed point totals as set.

(2) Have no Non-Judicial Punishment (NJP) during the qualification period.

5. Monthly Awards.

a. District Recruiter of the Month (Enlisted): Awarded to an Enlisted recruiter who is chosen by the Commanding Officer based upon the "Whole Sailor" concept and success in the recruiting mission (total RIS points). The District Recruiter of the Month will receive a certificate from the Commanding Officer.

b. Divisional Leading Chief Petty Officer (DLCPO) of the Month: The DLCPO that attains all assigned recruiting objectives and the highest average total RIS points based on total number of production recruiters assigned. The DLCPO of the Month will receive a certificate from the Commanding Officer.

c. Station of the Month (Small, Medium, Large): The station in each category that attains the highest total RIS points for the month will be selected. The Station of the Month in each category will receive a certificate from the Commanding Officer.

Note: Categories will be based on RAF values assigned to each station at the beginning of the fiscal year according to steam manning business rules per reference (b).

d. Best Station of the Nation: The Station of the Month winner from each category will be eligible. The Commanding Officer will select the Best Station based upon the "Whole Station" concept and success in the recruiting mission (total average RIS points based on total number of production recruiters assigned.) The station selected by the Commanding Officer will be submitted to NAVCRUITCOM 00P as the District's Best Station of the Nation for inclusion in the next edition of the Navy Recruiting Magazine.

e. LEADS Station of the Month (Small, Medium, Large): The station that achieves the lowest Combined National and Local LEADS Contribution to goal average and lowest Combined LEADS conversion ratio for the month. The station must have a minimum 80% of their previous year and next year School Market Identified in Web RTools to be eligible. The LEADS Station of the Month will receive a certificate from the Commanding Officer.

f. Fleur-de-lis POG: Awarded to each recruiter who attains **18** total RIS points or to any station Leading Petty Officer (LPO) who attains **12** average total RIS points in the month based on total number of production recruiters assigned.

g. Chief Recruiter's Hall of Fame: Awarded to each recruiter who attains **22** total RIS points in a month. The recruiter will receive a certificate from the Commanding Officer.

Note: (Each recruiter is eligible to receive only the highest Award earned per month).

6. Quarterly Awards.

a. Officer/Enlisted Recruiter of the Quarter: Awarded to the Officer/Enlisted recruiter selected by the Awards Board based on the individual's production (total RIS points) and total contribution to attainment of the command's mission ("Whole Sailor" concept) during the quarter. The Officer/Enlisted Recruiter of the Quarter will have their picture displayed at District Headquarters and will receive a certificate from the Commanding Officer.

b. Division Enlisted Recruiter of the Quarter: The Enlisted recruiter that attains the highest total RIS points for the quarter within the division will be selected. Each Division Enlisted Recruiter of the Month will receive a certificate from the Commanding Officer.

c. Support Person of the Quarter: Awarded to the Support Person (including Classifiers) selected by the Awards Board as the individual providing the most outstanding support to NRD New Orleans' mission during the quarter. The Support Person of the Quarter will have his/her picture displayed at District Headquarters and will receive a certificate from the Commanding Officer.

d. Leading Petty Officer (LPO)/Leading Chief Petty Officer (LCPO) of the Quarter: The LPO/LCPO that attains the highest average total RIS points based on total number of production recruiters assigned will be selected. LPO/LCPOs must attain new contract objectives in addition to all sub-category objectives assigned for the quarter to be eligible. The LPO/LCPO of the Quarter will receive a certificate from the Commanding Officer.

e. DLCPO of the Quarter: The DLCPO that attains the highest average total RIS points based on total number of production recruiters assigned will be selected. DLCPOs must attain new contract objectives in addition to all sub-category objectives assigned for the quarter to be eligible. The DLCPO of the Quarter will receive a certificate from the Commanding Officer.

f. Station of the Quarter (Small, Medium, Large): The station in each category that attains the highest total RIS points, attains new contract objectives and attains all mission sub-categories for the quarter will be selected. Categories will be based on RAF values assigned to each station at the beginning of the Fiscal Year according to steam manning business rules per reference (b). The Station of the Quarter in each category will receive a certificate from the Commanding Officer.

g. LEADS Station of the Quarter (Small, Medium, Large): The station that achieves the highest Combined National and Local LEADS Contribution to goal average and highest Combined LEADS conversion ratio for the Quarter. The station must have a minimum 80% of their previous year and next year School Market Identified in Web RTools to be eligible. The LEADS Station of the Quarter will receive a certificate from the Commanding Officer.

h. Admiral's Accelerator Award: Award categories are established to recognize exceptional performance in Enlisted and Officer production, processing and recruiter training as identified by NAVCRUITCOM. Specific awarding criteria are published quarterly by reference (c). The Commanding Officer will consider individuals that meet the award criteria along with the "Whole Sailor" concept when considering nominees.

i. NRC Master Chief Bakarian Memorial Award and Officer Recruiter Distinguished Graduate Program: Designed to recognize first term Enlisted and Officer Recruiters (Active and Reserve) with less than 12 months of recruiting experience who have graduated from the Enlisted Navy Recruiting Orientation/Officer Recruiter course for superior performance in the areas of enlisted and officer recruiting. Specific awarding criteria are detailed in reference (f).

7. Annual Awards.

a. Enlisted Programs Recruiter of the Year (Active and Reserve): The Active and Reserve Enlisted recruiter selected by the Awards Board based on the individual's production (total RIS points) and total contribution to attainment of the command's mission ("Whole Sailor" concept) during the fiscal year and also meets three of the five following minimum criteria:

(1) RTC Attrition rate less than or equal to 10%,
(number of RTC attrites/number of FY accessions).

(2) RQAT Disclosure rate of 5% or less, as measured by RQAT Disclosure Statistics Report.

(3) Passed all Advancement Exams administered during the award period.

(4) Passed all Command Physical Fitness Assessments administered during the award period.

Note: Each Enlisted Programs Recruiter of the Year will receive a certificate from the Commanding Officer and be nominated for Region/CNRC's EPROY. If not selected as Region/CNRC's Enlisted Programs Recruiter of the Year, the recruiter will receive a Navy and Marine Corps Achievement Medal (NAM) if they have not already qualified for or received a production Navy and Marine Corps Commendation Medal (NCM) or Navy and Marine Corps Achievement Medal (NAM).

b. Officer Programs Recruiter of the Year (Active and Reserve): The Active and Reserve Officer Recruiter selected by the Awards Board based on the individual's production (total RIS points) and total contribution to attainment of the command's mission ("Whole Sailor" concept) during the fiscal year and also meets the following minimum criteria:

(1) OCS Attrition rate less than or equal to 10%, as calculated by N37 based upon data provided in the OTC Newport COMNAVCRUITCOM Attrition Report for FY accessions.

(2) Passed all Command Physical Fitness Assessments administered during the award period.

Note: Each Officer Programs Recruiter of the Year will receive a certificate from the Commanding Officer and be nominated for Region/CNRC's Officer Programs Recruiter of the Year. If not selected as Region/CNRC's Officer Programs Recruiter of the Year, the recruiter will receive a Navy and Marine Corps Achievement Medal (NAM) if they have not already qualified for or received a production Navy and Marine Corps Commendation Medal (NCM) or Navy and Marine Corps Achievement Medal (NAM).

c. Rookie Recruiter of the Year: The recruiter selected by the Awards Board based on the individual's production (total RIS points) and total contribution to attainment of the command's mission ("Whole Sailor" concept) during the year and meets three of the following five criteria:

(1) RTC Attrition rate less than or equal to 10%.

(2) RQAT Disclosure rate of 5% or less, as measured by RQAT Disclosure Statistics Report.

(3) Passed all Advancement Exams administered during the award period.

(4) Passed all Command Physical Fitness Assessments administered during the award period.

Note: Recruiter must have been on production for a minimum of three months but not greater than twelve months during the fiscal year to be eligible.

Note: The Rookie Recruiter of the Year will receive a certificate from the Commanding Officer and be awarded a NAM if not already qualified for a production Navy and Marine Corps Commendation or Navy and Marine Corps Achievement Medal.

d. Support Person of the Year: The Support Person (including Classifiers) selected by the Awards Board as the individual providing the most outstanding support and contribution to attainment of the command's mission during the fiscal year. The Support Person of the Year will receive a certificate from the Commanding Officer and will be nominated as the Region/CNRC Support Person of the Year. If not selected as Region/CNRC's Support Person of the Year, the individual will receive a NAM.

e. Station of the Year (Small, Medium, Large): The station in each category that attains the highest total RIS points, attains new contract objectives and attains all mission sub-categories for the fiscal year will be selected. Categories will be based on RAF values assigned to each station at the beginning of the Fiscal Year according to steam manning business rules per reference (b). The Station of the Year in each category will receive a certificate from the Commanding Officer. The Station of the Year in each category will receive a certificate from the Commanding Officer and will be nominated as the Region Station of the Year.

f. Leading Petty Officer (LPO)/Leading Chief Petty Officer (LCPO) of the Year: The LPO/LCPO selected by the Awards Board based on the individual's production (highest total average RIS points based on total number of production recruiters assigned) and total contribution to attainment of the command's mission ("Whole Sailor" concept) during the fiscal year. LPO/LCPOs must

attain new contract objectives in addition to all sub-category objectives assigned for the fiscal year to be eligible. The LPO/LCPO of the Year will receive a certificate from the Commanding Officer and will be nominated as the Region/CNRC LPO/LCPO of the Year. If not selected as Region/CNRC LPO/LCPO of the Year, the LPO/LCPO will receive a NAM.

g. Division Leading Chief Petty Officer (DLCPO) of the Year: The DLCPO selected by the Awards Board based on the division's production (highest total average RIS points based on total number of production recruiters assigned) and total contribution to attainment of the command's mission ("Whole Sailor" concept) during the fiscal year. DLCPOs must attain new contract objectives in addition to all sub-category objectives assigned for the fiscal year to be eligible. The DLCPO of the Year will receive a certificate from the Commanding Officer and will be nominated as the Region/CNRC DLCPO of the Year. If not selected as Region/CNRC DLCPO of the Year, the DLCPO will receive a NAM.

h. Division Officer (DIVO) of the Year: Awarded to the Division Officer who most exemplifies the "Whole Sailor" concept and contributes to the command's mission during the year. The Division Officer will receive a NAM.

i. Division of the Year: The division selected by the Awards Board as the top Division in the District based on closest attainment of all Officer "O", Enlisted "E" and Quality "Q" awarding criteria as per reference (a) for the fiscal year. Due consideration will also be applied to the Division's total contribution to attainment of the command's mission and the "Whole Sailor" concept during the fiscal year. The Division will receive a certificate from the Commanding Officer.

j. LEADS Station of the Year (Small, Medium, Large): The station that achieves the highest Combined National and Local LEADS Contribution to goal average and highest Combined LEADS conversion ratio for the fiscal year. The station must have a minimum 80% of their previous year and next year School Market Identified in Web RTools to be eligible. The LEADS Station of the Year will receive a certificate from the Commanding Officer.

k. Medical Officer Programs Recruiter of the Year: The Officer Recruiter selected by the Awards Board based on the individual's specific medical officer recruiting production (total Medical RIS points) and total contribution to attainment of the command's mission ("Whole Sailor" concept) during the fiscal year. The Medical Officer Programs Recruiter of the Year will receive a certificate from the Commanding Officer and will be nominated as the Region/CNRC Medical Officer Programs Recruiter of the Year. If not selected as Region/CNRC Medical Officer Programs Recruiter of the Year, the Medical Officer Recruiter will receive a NAM if not already qualified for a production medal.

l. Nuclear Officer Recruiter of the Year: The Officer Recruiter selected by the Awards Board based on the individual's specific nuclear recruiting production (total Nuclear RIS points) and total contribution to attainment of the command's mission ("Whole Sailor" concept) during the fiscal year. The Officer Nuclear Recruiter of the Year will receive a certificate from the Commanding Officer and will be nominated as the Region/CNRC Nuclear Officer Recruiter of the Year. If not selected as Region/CNRC Nuclear Officer Recruiter of the year of the Year, the Nuclear Officer Recruiter will receive a NAM if not already qualified for a production medal.

m. Nuclear Enlisted Recruiter of the Year: The Enlisted Recruiter selected by the Awards Board based on the individual's specific nuclear recruiting production (total Nuclear RIS points) and total contribution to attainment of the command's mission ("Whole Sailor" concept) during the fiscal year. The Enlisted Nuclear Recruiter of the Year will receive a certificate from the Commanding Officer. If not selected as Region/CNRC Nuclear Enlisted Recruiter of the year of the Year, the Nuclear Enlisted Recruiter will receive a NAM if not already qualified for a production medal.

n. Navy Special Warfare/Special Operations (NSW/NSO) Recruiter of the Year: The Enlisted Recruiter selected by the Awards Board based on the individual's specific NSW/NSO recruiting production (total NSW/SO RIS points) and total contribution to attainment of the command's mission ("Whole Sailor" concept) during the fiscal year. The NSW/NSO Recruiter of the Year will receive a certificate from the Commanding

Officer and will be nominated as the Region/CNRC NSW/NSO Recruiter of the Year. If not selected as Region/CNRC's NSW/NSO Recruiter of the Year, the recruiter will receive a NAM if not already qualified for a production medal.

o. Navy Reserve Officer Training Corps (NROTC) Recruiter of the Year: The Enlisted Recruiter selected by the Awards Board based on the individual's specific NROTC Scholarship application recruiters production and total contribution to attainment of the Command's Mission ("Whole Sailor" concept) during the fiscal year. The NROTC Recruiter of the Year will receive a NAM if not already qualified for a production medal.

p. Enlisted Diversity Recruiter of the Year: Awarded to the Enlisted recruiter who attains the highest number of diversity new contracts for the fiscal year (all diversity categories combined). The Enlisted Diversity Recruiter of the Year will receive a certificate from the Commanding Officer and will be nominated as the Region/CNRC Enlisted Diversity Recruiter of the Year.

q. Officer Diversity Recruiter of the Year: Awarded to the Officer recruiter who attains the highest number of diversity applications and selections for the fiscal year (all diversity categories combined). The Officer Diversity Recruiter of the Year will receive a certificate from the Commanding Officer and will be nominated as the Region/CNRC Officer Diversity Recruiter of the Year.

r. Most Improved Recruiter of the Year: Awarded to the recruiter who attains the greatest improvement in **PPR**/total RIS points compared to the previous fiscal year. The Most Improved Recruiter of the Year will receive a certificate from the Commanding Officer.

(Note: the recruiter must have been on production for at least six months of the previous year.)

s. Most Improved Station of the Year: Awarded to the station that attains the greatest improvement in total average RIS points compared to the previous fiscal year based on total number of production recruiters assigned. The station must have achieved its annual new contract objective. The Most Improved Station of the Year will receive a certificate from the Commanding Officer.

t. 21 Club Award: Awarded to every Enlisted recruiter who nets 21 new contracts in a fiscal year. The recruiter will receive a certificate from the Commanding Officer.

u. The Officer Recruiter Excellence Award: Awarded to the Officer Recruiter who accesses 8 officer candidates in the fiscal year. The recruiter will receive a certificate from the Commanding Officer.

v. Future Sailor Management Station of the Year: Awarded to the station nominated by the Chief Recruiter and approved by the Commanding Officer that displayed the best Future Sailor Management during the fiscal year. To qualify the station must meet four of the five following minimum criteria:

(1) Maintain RTC attrition rate less than or equal to 10%, as calculated by $N37$ (number of RTC attrites/number of FY accessions).

(2) Enlisted in-month loss rate less than or equal to 3%, as calculated by number of in-month losses (attrites/roll-outs) / number of FY accessions.

(3) First out-month attrition rate less than or equal to 5%.

(4) RQAT Disclosure rate less than or equal to 5%, as measured by RQAT Disclosure Statistics Report.

(5) Have DEP meeting attendance average greater than 80% for the fiscal year.

Future Sailor referrals and promotions based on 5305 submissions, quality of Future Sailor meetings and training, and special activities and innovation in Future Sailor Management will be considered in the final selection. The Future Sailor Management Station of the Year will receive a certificate from the Commanding Officer and a Navy and Marine Corps Achievement Medal for each contributing recruiter in the station.

8. End of Tour Criteria.

a. End of Tour Recognition: All personnel are eligible for end-of-tour recognition. Recommendations will be prepared according to reference (a). The Executive Officer will convene all awards boards and review the nominations. The Executive Officer will forward the awards board's recommendations to the Commanding Officer.

b. CO's LOA: Awarded for outstanding performance in assigned duties during period of award.

c. CO's LOC: Awarded for outstanding performance in assigned duties and demonstrated excellence in areas outside the normal scope of assigned duties.

d. CNRC LOC: Awarded for superior performance of assigned duties and consistently outstanding performance in areas outside the normal scope of assigned duties making a contribution to the command's mission.

e. Navy & Marine Corps Achievement Medal (NAM): Awarded for consistently outstanding performance in all areas of military performance, normal scope of assigned duties and for making a significant contribution to the command's mission.

f. Navy & Marine Corps Commendation Medal (N&MCCM): Awarded for consistently superior performance in all areas of military performance, normal scope of assigned duties and for making remarkable and significant contributions to the command's mission.

9. Miscellaneous.

a. Physical Readiness Test (PRT) Award: Awarded to each individual who achieves an overall outstanding grade on the semi-annual PRT. Each individual will receive a PRT Outstanding Achievement Award Certificate and a 3-day weekend special liberty (used at Department Head discretion). The individual with the overall highest PRT score will have his/her name, total score and month/year on a certificate presented by the Commanding Officer and a 96 hours special liberty chit (used at Division Officer discretion).

b. Gold Wreath Awards: Awarded in accordance with reference (a).

c. Recruiting Ribbon: Awarded to officer and enlisted personnel of the United States Navy and Navy Reserve assigned to NRD New Orleans upon completion of a successful tour of duty at the recommendation of the Commanding Officer per reference (e).

10. Action.

a. Executive Officer: The Executive Officer shall convene and chair an Awards Board by the second Monday of each month to determine the winner in each applicable category. Awards Board membership will be based on the category of award. Production Awards Board will consist of: OPS, AOPS, CR and ACR. Other awards will be considered by the District Awards Board consisting of: Executive Officer, all Department Heads, and the Education Specialist. The awards board shall forward a list of proposed awards to the Commanding Officer for final approval by close of business or as soon thereafter as is practicable. End of tour awards will be signed out and mailed from the command no less than 90 days prior to detachment of individual.

b. The Command Statistician shall provide appropriate statistical data by the convening date of all awards boards.

c. Operations Admin shall generate all awards documentation and prepare final awards submissions.

*Note: Awards approved by awards board for Region approval and due 120 days to NRD prior to ending date.

/s/
C. A. WYNTER

Distribution List:
Electronic only, via
<http://www.cnrc.navy.mil/neworleans/>

RECRUITER INCENTIVE SYSTEM (RIS)			
CATEGORY	SUBCATEGORY	POINTS	
New Contract	NCO	2	
	Prior Service	2	
Quality Bonus	TSC 1 (96-99)	3	
	TSC 2 (65-92)	2	
	TSC 3 (50-64)	1	
	FTCU	1	
Spec-ops Bonus	WC-SB/EOD/ND/AIRR/SO	1	
Nuke Bonus	Nuke	2	
NROTC	NROTC-Selected Application	1	
	NROTC-Selected	2	
Accession	SELRES Affiliation	2	
	General Officer/CEC	4	
	JAG	4	
	SO/Chaplain/Cyber Officer	8	
	Medical Officer	10	
Reductions	IM LOSS	2+Original Contract	
	1 st Out Month Loss	1+Original Contract	
	2 nd Out Month or grater	Original Contract	
	Spec-Ops Reclassification (Preventable)	Original contract	
	OCS Attrite (Preventable)	-10	
Officer Processor Bonus	Officer Int to Kit <30days	5	
	Officer Int to Kit <45days	2	
CATEGORY	SUBCATEGORY	APPS TO NRC	SELECTS
Active Officer	Reg GENOFF	1	2
	Nuke	2	4
	Chaplain/Student	3	6
	CEC	1	2
	JAG	1	2
	SPECWAR	1	2
	CWE/SEGA	2	4
Medical	Physician	4	8
	Dentist	4	8
	MSC	3	6
	Student	2	4
	Nurse	2	4
Other	Merchant Marine	3	6
Reserve Officer	GENOFF/CEC-Navet	4	8
NAVET-MED	Physician	4	8
	Dentist	4	8
	Nurse	4	8
DCO	GENOFF	3	6
DCO-Medical	Physician	5	10
	Dentist	4	10
	MSC	4	8
	Nurse	4	8